

# CATALOGUE

OF

CONGOLEUM-NAIRN INC.

•

PRODUCTS

Sealex Linoleum • • Sealex Treadlite Tile  
• • Sealex Wall-Covering • • Treadlite  
Mastic Tile • • Gold Seal Cork Carpet



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# CONGOLEUM-NAIRN ANNOUNCES

## TWO NEW MATERIALS

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### Sealex Wall-Covering

In numerous respects, this new wall-covering has the advantage over older types of walls. It is less expensive than tile or marble, has equal decorative value and is much easier to apply. Installations in various types of buildings indicate that wall surfaces may be covered at very moderate cost considering the beauty and utility of the finish.

An entirely new conception in wall-covering, this material has already made a most successful debut. It comes in many beautiful light colorings, three of which are shown on page 20. Making what is virtually a one-piece wall, it is ideal for use with colored bathroom and kitchen equipment, and provides an extremely sanitary and easily cleaned wall surface.

Apartment house owners and home builders will welcome this opportunity to create de luxe rooms at relatively low cost. Also, it will be widely used in public buildings and commercial interiors for wainscot and panelling work, since it enables the architect to design sumptuous effects at reasonable cost.

Further information on this new type of wall-covering will be furnished upon request. Inquiries addressed to our Architectural Service Department will receive prompt attention.

### Treadlite Mastic Tile

This new flooring has been added to our line to answer special requirements. It makes an excellent floor for public buildings, commercial interiors, etc., on and below grade, and where economy is of prime importance.

Treadlite Mastic (Asphalt) Tile is constructed from the finest asphaltic products. It comes in a variety of solid colors and offers the architect a wide opportunity to obtain decorative effects by the combination and arrangement of contrasting colored tiles. Additional information will be found on page 5.



# CONGOLEUM-NAIRN INC.

Manufacturers of Sealex Linoleum Floors, Wall-Covering and Mastic Tile

TELEPHONE  
KEarny 2-1000

KEARNY, N. J.

## BRANCH OFFICES

ATLANTA, GA., Healey Building, 57-59 Forsyth Street, N. W.  
BOSTON, MASS., 20 Providence Street  
CHICAGO, ILL., 14 East Jackson Boulevard  
DALLAS, TEX., Southwestern Life Building, Main and Akard Streets

DETROIT, MICH., 647 Griswold Street  
KANSAS CITY, MO., 10 E. 17th Street  
MINNEAPOLIS, MINN., Plymouth Building, 6th Street and Hennepin Avenue  
NEW ORLEANS, LA., Pere Marquette Building, 150 Baronne Street

NEW YORK, N. Y., 295 Fifth Avenue  
PHILADELPHIA, PA., 1421 Chestnut Street  
PITTSBURGH, PA., 717 Liberty Avenue  
SAN FRANCISCO, CALIF., 180 New Montgomery Street

## MILLS AND FACTORIES

KEARNY, N. J.

CAMDEN, N. J.

MARCUS HOOK, PA.

SALEM, N. J.

ASBESTOS, MD.

## Products

SEALEX LINOLEUM: Battleship; Plain; Jaspé; Straight-Line Inlaid Embossed; Karnean Marbled Inlaid; Moulded Inlaid; Granite; Veltone.

GOLD SEAL CORK CARPET.

SEALEX TREADLITE LINOLEUM TILE: Plain Colors and Marble-ized.

TREADLITE MASTIC TILE: Plain Colors.



## Use and Choice of Sealex Materials

The patterns reproduced on pages 15 to 20 give some idea of the extraordinary versatility of *Sealex* Linoleum and *Sealex* Treadlite Linoleum Tile. Congoleum-Nairn offers hundreds of ready-made patterns and boundless opportunity for distinctive, custom-made floors, wherein the pattern may assume almost any form designer chooses.

Considering this endless diversity of pattern, it is not surprising to find *Sealex* materials used in the widest variety of situations. In private homes, they have come out of the kitchen into the living room, dining room and bedrooms. Business offices and smart shops have discovered that *Sealex* Floors make real *selling floors*. In hospitals and schools, *Sealex* Battleship Linoleum has long been recognized as a standard floor. Churches, theatres, gymnasiums, office buildings, clubs, hotels, apartment houses, ocean liners—it is practically impossible to think of any type of structure in which men live, work or play where *Sealex* Linoleum and *Sealex* Treadlite Linoleum Tile have not been used again and again with conspicuous success.

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## SEALEX LINOLEUM

CONGOLEUM-NAIRN INC. is among the largest manufacturers of smooth-surface floor-coverings in the world.

The company offers a complete line of linoleums which for forty years has represented the highest standards in quality, uniformity and staunch serviceability.

This year the variety of designs available for the architect's use has been greatly increased by the addition of new groups of uniquely decorative patterns. Exclusive developments in manufacturing processes have resulted in the utmost perfection of finish, great flexibility, unsurpassed ease of cleaning and unusual resilience and durability.

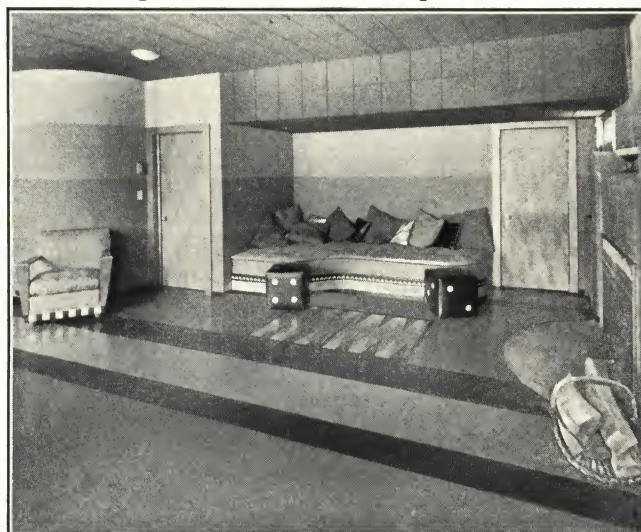
*Sealex* Linoleum takes its name from the exclusive

*Sealex Process*, developed and perfected by our technical experts. The effect of the *Sealex Process* is to

penetrate and seal the tiny, dirt-absorbing pores of the material, giving to *Sealex* Linoleum practical qualities never before possessed by linoleum.

Dirt cannot grind into these floors as into ordinary linoleum. Greases and liquids cannot penetrate them. Even hot fats, fruit juices, ink or ammonia can be easily removed without leaving damaging spots or stains.

Easier cleaning and lower maintenance costs are not the only advantages of these new linoleums. They wear longer, too, and their colors have depth and softness with no suggestion of glossy slipperiness.



Game Room Floor (with Glorified Backgammon Board) in the Home of E. W. Mitchell, Buffalo, N. Y.  
Such a floor stands up under rough and ready treatment; when waxed it is ideal for dancing



## TYPES AND DESCRIPTIONS OF SEALEX LINOLEUM

Type	Thickness	Colors	Description
<i>Sealex</i> Battleship Linoleum	Heavy (6 mm.) Medium ( $\frac{3}{8}$ in.) Light (3.60 mm.)  Medium ( $\frac{3}{8}$ in.) Light (3.60 mm.)	{ Brown No. 1000 Green No. 1001 Terra Cotta No. 1002 Gray No. 1003 Mahogany No. 1004  { Black No. 1005	<i>Sealex</i> Battleship Linoleum is manufactured to conform strictly to the rigid requirements of Federal Specifications LLL-L-351. The 6-mm. thickness of <i>Sealex</i> Battleship Linoleum—the heaviest grade manufactured—is intended for extreme wear over a long period of years. The $\frac{3}{8}$ -in. and light grades will give excellent satisfaction for periods ranging from 10 to 15 years, if properly maintained and given reasonable care in upkeep.
<i>Sealex</i> Plain Linoleum	"B" Gauge (3.00 mm.) "D" Gauge (2.00 mm.)  "A" Gauge (3.60 mm.) "B" Gauge (3.00 mm.)	{ Brown No. 1100 Green No. 1101 Terra Cotta No. 1102 Gray No. 1103 Mahogany No. 1104 Black No. 1105 Light Green No. 1109 Yellow No. 1110 Orange No. 1111 Colonial Buff No. 1112 Ivory White No. 1113 Pacific Blue No. 1114	Exactly the same in quality as our <i>Sealex</i> Battleship Linoleum, from which it may be distinguished by the fact that its gauges are lighter and its burlap backing painted instead of plain. Under ordinary traffic conditions, <i>Sealex</i> Plain Linoleum will prove as satisfactory as the battleship grade at a material saving in first cost.
<i>Sealex</i> Veltone Linoleum	"B" Gauge (2.40 mm.)  Light Battleship Gauge (3.60 mm.)	{ Pattern No. 6956 Pattern No. 6954 Pattern No. 6952 Pattern No. 6951 Pattern No. 6959 { Pattern No. 2956 Pattern No. 2955 Pattern No. 2954 Pattern No. 2953 Pattern No. 2952 Pattern No. 2951 See pages 15 and 16	The Veltone group of patterns stands out as one of the most interesting of all Congoleum-Nairn innovations. There are no tiles, no mortar lines, no repeats of any kind. The gorgeous colors blend and intermingle to produce a type of floor decoration that is absolutely unique.
<i>Sealex</i> Jaspé Linoleum	$\frac{3}{8}$ in. Gauge (4.80 mm.) "A" Gauge (3.60 mm.) "B" Gauge (3.00 mm.)  $\frac{3}{8}$ in. Gauge (4.80 mm.) "A" Gauge (3.60 mm.)  "A" Gauge (3.60 mm.) "B" Gauge (3.00 mm.)	{ Dark Gray No. 1252 Tan No. 1253 Brown No. 1254 Light Gray No. 1255  { Green No. 1256  { Apple Green No. 1259 Rose Glow No. 1258 (See Page 18)	<i>Sealex</i> Jaspé Linoleum has all the recognized advantages of <i>Sealex</i> Battleship Linoleum and is manufactured with the same rigid care. The heavier gauges are extremely durable and are made for hard service. The two-toned, veined effect, resembling watered silk in appearance, is exceedingly rich looking and attractive. This type of floor is especially suitable for interiors where a happy medium is desired between a solid-color effect and the more decoratively patterned materials.
<i>Sealex</i> Embossed Linoleum (Straight-Line Inlaid)	"A" Gauge (3.00 mm.) "B" Gauge (2.40 mm.)	A variety of plain colors and exclusive marble effects.	<i>Sealex</i> Embossed Linoleum is offered in a well-balanced variety of clean-cut, smart-looking patterns. This material captures the quaintness, the charm and even the "feel" of hand-laid tiles. Many patterns are available with a variety of heraldic insets which add interest to the floor and increase the effect of a custom-made appearance.
<i>Sealex</i> Karnean Marbled Linoleum (Straight-Line Inlaid)	"A" Gauge (3.00 mm.) "B" Gauge (2.40 mm.) "D" Gauge (1.91 mm.)	A variety of true marble colorings (See page 17)	The Karnean Marbled group of patterns is one of the most popular types of <i>Sealex</i> Linoleum. The patterns reproduce the beautiful variegated veinings and colorings of fine marble, as free from artificiality as quarried stone itself. Patterns range from conservative effects through the conventional square and checkerboard patterns, to more intricately designed effects.
<i>Sealex</i> Moulded Inlaid Linoleum	"D" Gauge (1.80 mm.)	Patterns in a variety of colors	In <i>Sealex</i> Moulded Inlaid Linoleum the colors merge softly into one another along the edges of the patterns. This attractive mellow-toned material is especially appropriate for use in homes. It is available in a variety of fire clay designs and cheerful toned carpet effects.
<i>Sealex</i> Granite Linoleum	1.75 mm. (.069 in.)	Green } Brown } (See page 19) Blue }	<i>Sealex</i> Granite Linoleum is offered in an all-over granular effect resembling the texture of granite.



## TYPES AND DESCRIPTION OF GOLD SEAL CORK CARPET

Type	Thickness	Colors	Description
Polished	5.60 mm.	{ Brown Green	The outstanding advantage of Gold Seal Cork Carpet is quietness underfoot. The cork content is much coarser and rougher than that of battleship grades and there is considerably more of it in proportion to other materials. It is especially desirable for schools, libraries, auditoriums and other spaces where maximum quiet is required.
Unpolished	6.10	{ Brown Green	

## SEALEX TREADLITE LINOLEUM TILE

*Sealex* Treadlite Linoleum Tile is a resilient composition of cork, oxidized linseed oil and other gums and pigments. It possesses to a remarkable degree the permanent resiliency, sure foothold and freedom from disintegration so characteristic of cork.

The "mix" of the ingredients which go to make up Treadlite Linoleum Tile is pressed onto a large sheet of heavy mesh burlap. This is removed after the material is thoroughly cured and leaves a corrugated undersurface which insures a perfect bond with the underfloor. The material is then cut into large slabs, stored and machine-cut into the required size of tiles at the factory, which assures absolute accuracy in size and even, straight edges vital to perfect workmanship and good results.

Like *Sealex* Linoleum, *Sealex* Treadlite Linoleum Tile is manufactured by our exclusive *Sealex Process* which gives to this material advantages heretofore unknown to resilient tile floors.

Treadlite Linoleum Tile is non-absorbent; durable even beyond the requirements of the average floor; quiet, bright and clean in appearance; sanitary and easily washed. In fact, it satisfies every utilitarian floor requirement—and is equally at home in the corridor of a great office building or the living room in a private house. It can be adapted to any type of construction and it can be installed on any smooth, solid backing, such as wood, concrete, steel, marble, etc.

The wide choice of colors—plain and marble-ized—affords an opportunity to provide a floor which is artistic, distinctive and thoroughly in keeping with the general scheme of decoration and design of the room in which it is to be installed. There is practically no other floor material available at the reasonable cost of Treadlite Linoleum Tile that so completely fills all of the many requirements of a satisfactory floor installation and is so in keeping with the most luxurious interiors.

## TYPES AND DESCRIPTIONS OF SEALEX TREADLITE LINOLEUM TILE

Type	Sizes and Thickness	Colors	Description
Plain colors See Specifications G, page 12.	$\frac{3}{8}$ in. gauge Standard sizes:— 4x8, 4x4, 6x6, 9x9, 12x12, 6x12, 9x18, 12x24 and 18x36 $\frac{1}{4}$ x4, $\frac{1}{4}$ x6, $\frac{1}{4}$ x9, $\frac{1}{4}$ x12, $\frac{1}{4}$ x36, 1x36, $1\frac{1}{2}$ x36, 2x36 Special sizes to order	Craft Brown, No. 1000 Moss Green, No. 1001 Terra Cotta, No. 1002 Slate Gray, No. 1003 Mahogany Brown, No. 1004 Stone Gray, No. 1015 Black, No. 1005 Pacific Blue, No. 1036 Fawn Gray, No. 1050 Colonial Buff, No. 1056 Ivory White, No. 1057	The colors available in Treadlite Linoleum Tile compare very favorably with those found in the most expensive ceramic tiles. They have a soft, mellow lustre which is enhanced by waxing.
Marble-ized See Specifications G, page 12.	$\frac{3}{8}$ in. gauge Standard sizes:— Same as above	White Mottled Black, No. 1070 Black Mottled White, No. 1071 White, Green, Black, No. 1072 Red Paisley, No. 1075 Light Sienna, No. 1076 Dark Sienna, No. 1077 Verde Antique, No. 1078 Sea Green, No. 1079	Marble-ized Treadlite Linoleum Tile is constructed of the same ingredients that go into the Plain Color Tiles. A step further, however, is taken in the matter of appearance. By combining in the process of manufacture various colored materials of like composition, the pleasingly irregular variations and beauty of marble grainings are obtained. This floor possesses beauty, utility and comfort to the utmost.

## TREADLITE MASTIC (ASPHALT) TILE

Treadlite Mastic Tile is manufactured of the finest materials obtainable for the purpose, the main ingredients used being asphaltic products, gums, fibres, fillers and selected coloring pigments. In combining these ingredients, great care is expended to produce the finest finished product.

Economical in first cost, Treadlite Mastic Tile offers a durable, sanitary, water-resistant, fine appearing floor-covering for use on practically any type of commercial, institutional and educational building construction.

Congoleum-Nairn produces Treadlite Mastic Tile in a wide range of plain colors and standard sizes. These tiles, when combined in diagonal, square or special designs, offer a most desirable basis for

decorative schemes on commercial flooring problems.

Treadlite Mastic Tile is manufactured in two thicknesses:  $\frac{1}{8}$  and  $\frac{3}{8}$  in. The lighter gauge is recommended for areas where light traffic will prevail and the heavier gauge is for use where more severe wear is expected.

Treadlite Mastic Tile should be installed in accordance with the manufacturer's specifications and be secured to the underfloor by the use of Congoleum-Nairn tile flooring cement, an asphaltic waterproof material prepared from a special formula.

Complete details and specifications regarding Treadlite Mastic Tile will be furnished on application to any of the district offices listed on page 3 of this catalogue.



## INSTALLATION OF SEALEX FLOORS

*Sealex* Linoleums are sold by leading floor-covering and furniture stores, rug and carpet houses, department stores and flooring contractors throughout the country. Most dealers who carry linoleum have competent laying departments, and bid on furnishing and laying linoleum. Names of reliable firms who handle large installations will be supplied on request. The durability and toughness of cork-composition floors, particularly in the heavier gauges, are universally known and require no additional comment. To obtain the full benefit of this inherent durability, it is extremely important that such floors be installed by skilled mechanics, that highest grade pastes be used, and that the correct method of installation be followed.

Specifications which specify only materials to be used and the method of laying, regardless of how carefully drawn, will not absolutely insure a satisfactory installation. The skilful handling of a linoleum knife, which is so essential in making watertight seams, trimming around pillars, radiators and the like, is not a thing that can be covered in a specification. Such an operation requires considerable skill and experience. It is unquestionably true that the best results and the best value per dollar of cost can be obtained when the architect specifies that the installation be made by one of a number of concerns who specialize in this type of work and maintain standards of workmanship which he knows to be satisfactory.

## SERVICE AND GUARANTY BOND

### Contract and Architectural Service Division—Installation Service on "Bonded Floors"

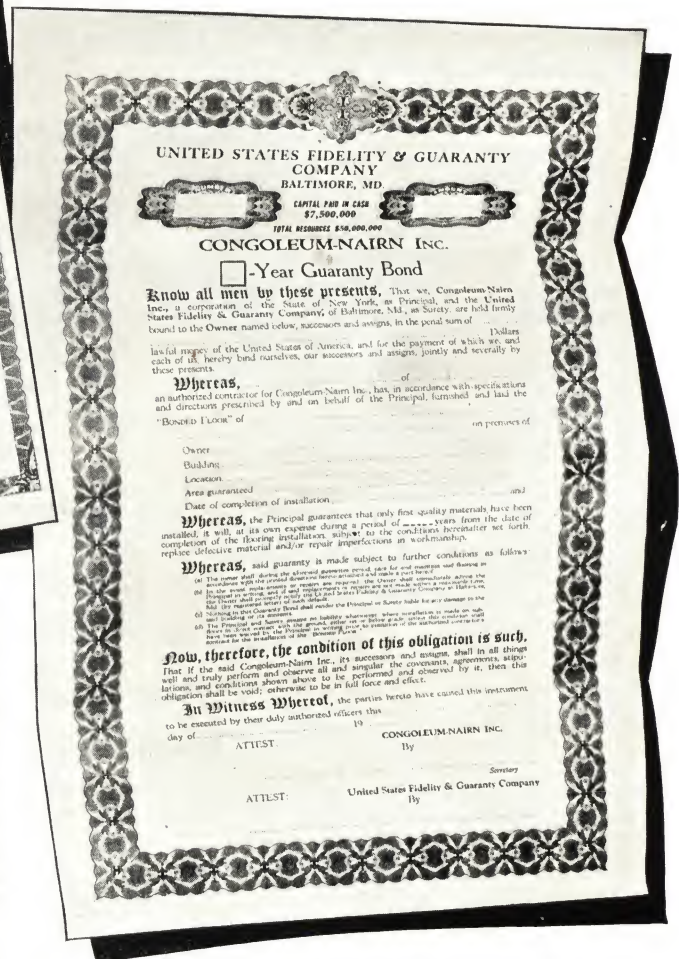
A complete flooring service supervised by members of our own staff, is available to architects and building contractors wherever located. This service, offered through authorized contractors of Bonded Floors, covers all types of resilient cork-composition floors. Installations by authorized contractors of Bonded Floors combine the highest grade of materials, the skilful workmanship and the expert supervision which are so essential to proper installation and durability of all resilient floors.

### A Guaranty Company Bond

A "Bonded Floor" is a floor of *Sealex* Linoleum, *Sealex* Treadlite Linoleum Tile or *Gold Seal* Cork Carpet, installed by an authorized contractor of Bonded Floors and backed by a Guaranty Bond. A 1, 2, 3 or 5-year guaranty is furnished—depending upon the material used and the conditions under which it is installed. This guaranty is given only on installations of Congoleum-Nairn materials, laid by authorized contractors for Bonded Floors and according to Congoleum-Nairn's specifications for Bonded Floors. See pages 10, 11, 12 and 13 for specifications. The Guaranty Bond insures freedom from repair expense due to defects in material and workmanship and also proves that every possible precaution has been taken to avoid such defects.

Specifications for Bonded Floors call for high quality floor materials installed as such materials should be installed. The bond is tangible evidence of this high quality of materials and workmanship, as well as legal binder and protection against repair expense. Needless to say, such a guaranty can be offered only by a responsible concern, sure of its materials and installation methods. Realization of this truth makes

unquestionable the bond's value to the owner and architect.

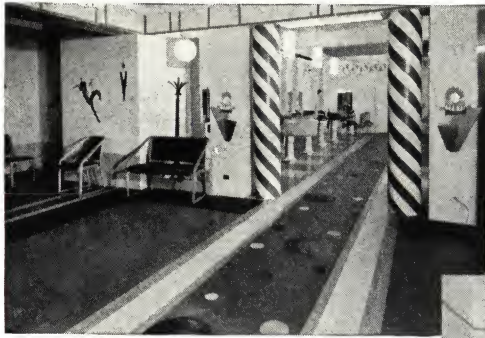


### Our Guaranty Bond

Specimens will be sent to any interested Architect

Authorized contractors of Bonded Floors give this bond on installations of *Sealex* Linoleum, *Sealex* Treadlite Linoleum Tile and *Gold Seal* Cork Carpet.





(Above) A colorful and sanitary *Sealex* Floor in the children's barber shop of L. Bamberger & Co., Newark, N. J. Note the inset circles and half moons

### SOME EXAMPLES OF CUSTOM-DESIGNED SEALEX FLOORS



(Above) A floor design reflecting the character of a business. Reception room of Radio Station WAAM, Newark, N. J. The letters WAAM were hand cut from *Sealex* Linoleum and inset into the floor



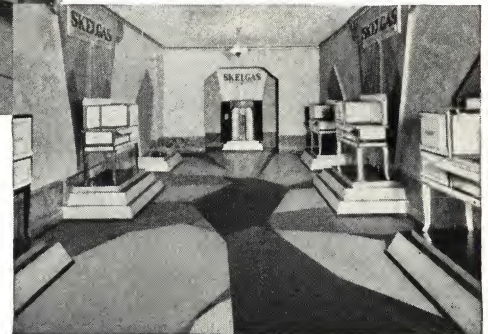
(Above) An unusual type of game-board and floor combined, illustrating the versatility of *Sealex* materials from a design standpoint



(Above) A cheery kitchen design in *Sealex* Treadlite Linoleum Tile the colors ranging in brown tones from dark Mahogany Brown to light Colonial Buff



(Above) An excellent illustration of the effective use of an inset. Judicial placement of insets in a floor area makes a pleasant departure from monotony.



(Above) This modernistic floor of *Sealex* Linoleum is carried out in Black, Dark Gray, Light Gray, Terra Cotta, and Green. A showroom of the Skel-Gas Co., Division of Skelly Oil Co.



(Above) A floor of Brown *Sealex* Battleship Linoleum in the gym of Blackhawk Park Field House, Chicago, Ill. Marker-outlines for games are inset with red, white and blue strips of the same material. Gold Seal Cork Carpet was used for the wainscoting and running track



(Above) The random flag-stone tile effect in First Methodist Church, Kalamazoo, Mich., was installed by an Authorized Contractor of Bonded Floors



(Above) A modernistic dressing room floor of *Sealex* Treadlite Linoleum Tile. The ease with which this material may be cut renders it extremely adaptable for this type of design.



(Left) That this foyer floor in Pawtucket High School, Pawtucket, R. I., was designed to order is unmistakable. Note how the floor design repeats that of the ceiling above

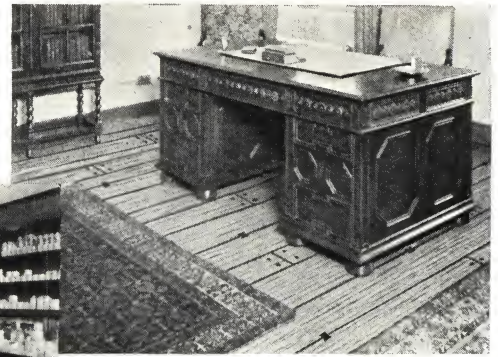




(Above) A simple yet effective floor design in Seallex Treadlite Linoleum Tile is the sole decoration in this modernistic office



(Below) A floor of Treadlite Linoleum Tile. Note the nicety of this installation in that there is no break in the pattern, even at the corners



(Above) The effect of old plank flooring is achieved through the use of tan Seallex Jaspé Linoleum, with "dowels," "butterflies," and interliners in Mahogany Brown



(Above) A reception room floor with Seallex Treadlite Linoleum Tile in random flagstone design. Three tones of Gray with Black interliners were used



(Above) The trade-mark inset of the Food Craft Shops Inc., executed in Seallex Treadlite Linoleum Tile, shows "Polly putting the kettle on"



(Above) Seallex Jaspé Linoleum in an interesting tan and brown parquetry effect. Winonah Public Library, Winonah, N. J.

### SPECIALLY DESIGNED AND CUSTOM-LAID FLOORS

Within the past few years there has been an increasing tendency among architects and decorators to regard floors as a decorative element of any interior. The motif or design may be simple or ornate, depending on the nature of the space involved and the use to which the floor is put. Undoubtedly this tendency has developed from a desire to individualize homes, offices and stores, giving each a smart, distinctive note which at the same time, reflects the individual or the business itself. The effect thus achieved helps to create what is so often termed "atmosphere."

The use of Seallex Linoleum and Treadlite Linoleum Tile for these specially designed custom-laid floors has steadily increased. This resilient material, long wearing and durable, may be easily cut into any shape or figure. With but a few strokes of a linoleum knife in the hands of a skilled mechanic, rich effects which formerly were possible only at excessive cost and with the employment of expensive materials, are now reproduced at comparatively slight expense with remarkable quickness and precision.

The modernistic vogue which at the present time is fast establishing itself as a definite type of decoration, finds in Seallex flooring materials an ideal medium to interpret its new and original floor creations. These versatile materials permit the architect free rein in design and no matter how far his fancy roams, his design can be faithfully executed.

On the other hand, more conservative designs which follow the different period styles may be easily carried out through the use of Seallex materials. Irregular flagstone effects, old-fashioned tile patterns, even the picturesque oak plank floorings of Colonial times with their "dowels" and "butterflies" can be cleverly simulated. Finally, any one of those luxurious marble floors that are always associated with classic or renaissance interiors may be beautifully reproduced.

Interest is often added by the placing of an occasional inset, particularly if the floor is a plain one. The inset itself may be simple or intricate depending on the floor requirements. A single inset may be placed in the center of the floor area, or at the entrance way or in any other advantageous position.

Business organizations may have their trade-marks cut out of linoleum and inset into their office floors. These, of course, are incorporated as integral parts of the design and will last the lifetime of the floors.

#### Seallex Borders and Border Assemblies

The decorative possibilities of linoleum floors may be greatly enhanced by the use of borders of different but harmonious colors and by the general conformity of color to the interior decorations of the room in which they are installed. With the well balanced Seallex assortment of colors, many interesting border effects can be built up quickly and accurately.



### SEALEX ONE-PIECE COVE BASE AND BORDER

While the usual factory-made cove base furnishes a satisfactory job, Congoleum-Nairn has developed something even better in the form of a one-piece cove base and border which can be very readily installed on the job by a skilled mechanic.

The accompanying diagram and illustrations explain the installation of this built-in cove base.

The one-piece base, border and cove, possesses certain definite points of superiority.

It lends itself to a much greater variety of decorative effects.

It makes possible a border of any width and in any color—as opposed to the strictly limited assortment of effects in the factory-made cove.

Furthermore, this Bonded Floors cove-and-border is structurally sounder than the old-style type. The number of cove cross-joints is reduced and it is less expensive to construct. This type does away with mop-boards, makes it absolutely impossible for grease and grime to find a lodging place and adds a novel, modern touch to any room. In commercial and business installations, and particularly in installations in schools and hospitals, this built-in cove base has a general and a very useful application.

#### Method of Application Over Concrete Floor

In Fig. A is shown the materials required and the mechanical details of assembly. The cove stick is merely

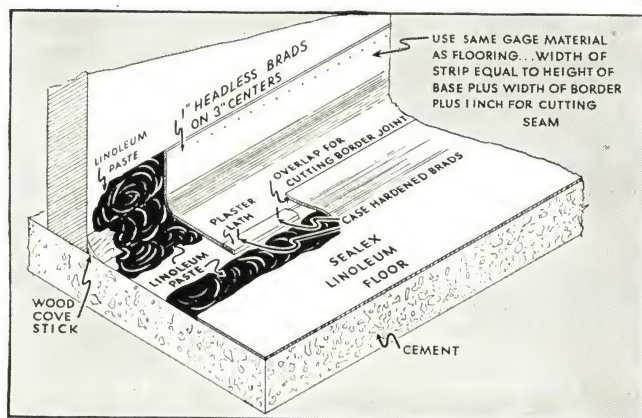


Fig. A

a piece of soft wood, triangular in shape, with 1½-in. legs rabbeted to a concave face.

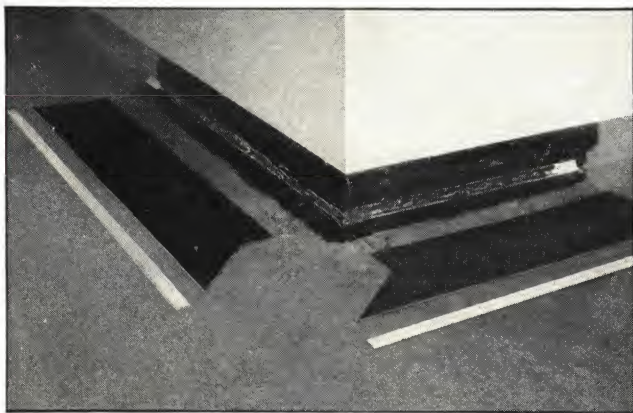


Fig. B

In Fig. B is shown the method of cutting the cove base for an outside corner. (For an inside corner the angles are reversed.) The cove stick has been placed

in position and *Sealex* Green Label Paste applied to walls to the height of the base and on the floor to within 2 in. of the width of the border.

In Fig. C the mechanic is placing one of the linoleum strips to the proper height as specified, working the linoleum into the cove with the hand as headless brads are driven home through the linoleum at the top of the base. The plasterer's lath is then held tightly against

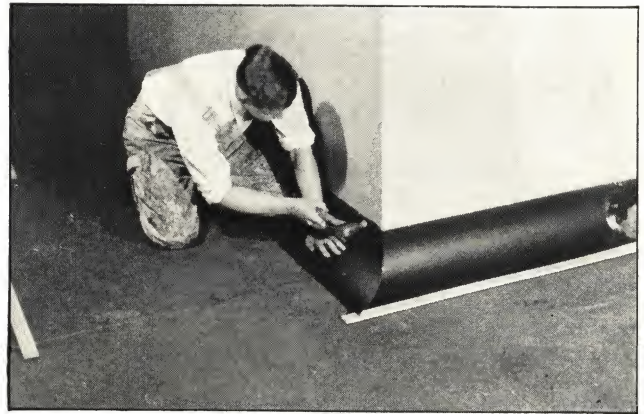


Fig. C

the outer edge of the material and the merchandise is driven back against the wall and the cove stick, thus making a tight job at the cove and setting the goods in the linoleum paste. The lath is then nailed to the floor and sand bags placed in the cove to insure complete adhesion.



Fig. D

Note in Fig. D that the lapped edges at the corner have been sliced through forming a perfect miter joint. *Sealex* Inlaid Linoleum has been cut to a true straight line along the edge of the pattern and overlaps the base and border material approximately 1 in., this dimension being determined by the fit of the pattern to the width of the area being covered. Using the edge of the inlaid linoleum as a guide, the border is cut, insuring a tight seam between the border and the inlaid linoleum. *Sealex* Green Label Paste is then applied under the edges of both.

#### Method of Application Over Wood Floors

The application of this *Sealex* one-piece cove base and border over a wood floor is exactly the same as above with the exception that lining felt should be laid before the work is started.



## SPECIFICATIONS FOR SEALEX LINOLEUM OVER CONCRETE UNDERFLOORS

On all concrete underfloors as indicated on plans and/or as called for in the specifications, furnish and install *Sealex* Linoleum as follows:

### Materials

**Linoleum**—The linoleum used to be Congoleum-Nairn *Sealex* Process, thickness . . . . , pattern No. . . .

*Note:* When this specification is being used for Battleship Linoleum insert additional clause as follows:

. . . . . manufactured in accordance with U. S. Government Standard Specifications.

Full roll perfect merchandise only shall be used.

**Adhesive**—The adhesive shall be Congoleum-Nairn's *Sealex* Green Label Paste.

### Preparation of Underfloors

The concrete underfloor shall be furnished to the linoleum contractor broom clean and free from moisture. The surface shall be an even troweled cement finish. Where standard joint construction is used, the joints shall be filled in by the linoleum contractor with Plaster of Paris or other suitable material to form an even surface with the balance of the area.

### Application of Materials

(1) On the underfloor thus prepared, the linoleum shall be cut so as to cover the area with the fewest possible number of longitudinal and cross seams. At junctions with vertical surfaces, the linoleum should be carefully scribed so as to form a tight joint at these points. Allowance shall be made for  $\frac{1}{2}$  to  $\frac{3}{4}$ -in. lap at all seams for double cutting.

(2) The entire body of the linoleum shall then be secured to the concrete underfloor, to within 4 ins. of seams, using *Sealex* Green Label Paste, and shall immediately be rolled into the adhesive with a linoleum roller, providing not less than 10 lbs. pressure per linear inch at the contact surface.

(3) After the body of the linoleum has thus been cemented to the underfloor, with the seams properly lapped, the seams shall be cut through the two thick-

nesses, the area beneath the seams spread with *Sealex* Green Label Paste, and the edges of the linoleum embedded into this adhesive, and thoroughly rolled to assure a tight, even, workmanlike job.

All seams and junctions at vertical surfaces shall be thoroughly weighted down to secure proper adhesion at these points.

### Cleaning of Floors

After application, the surface of the linoleum shall be thoroughly cleaned, using water and kerosene, removing all spots of adhesives and other dirt, leaving the floor broom clean.

### Base Treatment

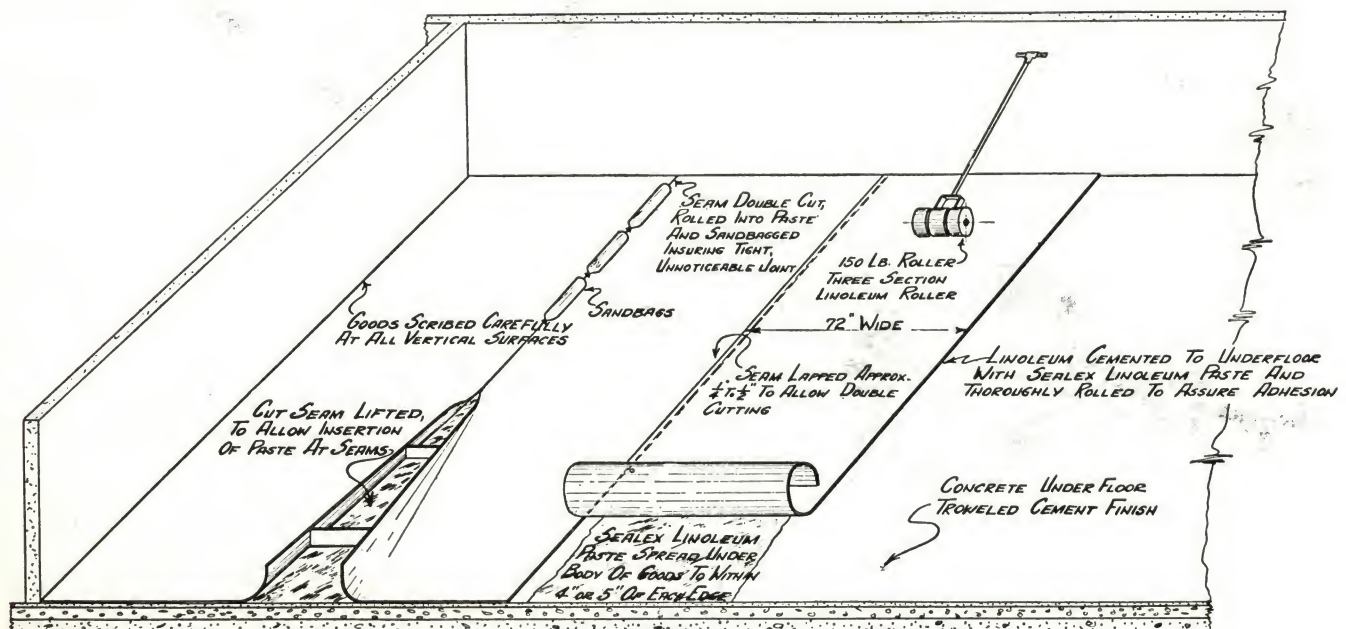
Where desired and specified, there shall be installed *Sealex* Process Cove Base of . . . . . inches height and . . . . . color. This base will be applied before the body of the floor, and secured to the vertical walls with brads. For this purpose, nailing strips or ground shall be provided by other contractors at a height 2 ins. less than the base height. Where such base is specified and installed, the linoleum shall be scribed to fit to this base, just as specified for the fitting to vertical walls, and seams at this point shall also be weighted with sand bags to secure proper adhesion.

### General Conditions

No linoleum shall be laid in a room where the temperature is less than 68° F., nor shall the linoleum be unrolled, preparatory to using, unless it has been maintained at this temperature for a period of 24 hours.

### Brief Specifications

On all concrete underfloors as indicated on plans and/or as called for in specifications, apply *Sealex* . . . . . Linoleum . . . . . color, . . . . . thickness, in accordance with the manufacturer's specifications. The use of merchandise known as seconds and mill-ends will not be allowed. The double cutting method





or seams to be employed. The body of the linoleum to be thoroughly rolled, the seams to be rolled and sand bagged.

#### Guarantee

The linoleum contractor shall furnish where required, a guarantee against defects in material or workmanship for a period of . . . . . years from date of completion. This guarantee shall take the form of a bond in the full amount of the contract, issued by a reliable insurance company.

Under this guarantee, the contractor shall, upon receipt (within guarantee period) of written notice from

the owner, make at his own (the contractor's) expense, any repairs that become necessary, except repairs or injury for any cause other than the ordinary wear and tear.

#### Supplementary Linoleum Specification

**Linoleum Cove Base**—The linoleum contractor shall also furnish and install *Sealex* One-piece Cove Base and Border . . . inches high and . . . inches wide. Color to be selected by the architect. This treatment to be applied on all walls and other vertical surfaces as indicated on the drawings and/or as herein specified.

### SPECIFICATIONS FOR SEALEX LINOLEUM OVER WOOD UNDERFLOORS

On all wooden underfloors as indicated on plans and/or as called for in the specifications, furnish and install *Sealex* Process Linoleum as follows:

#### Materials

**Linoleum**—The linoleum used to be Congoleum-Nairn *Sealex* Process, thickness . . . , pattern No. . . .

*Note:* When this specification is being used for Battleship Linoleum insert additional clause as follows:

. . . . . manufactured in accordance with U. S. Government Standard Specifications.

Full roll perfect merchandise only shall be used.

**Felt**—The felt shall be Congoleum-Nairn Congo Felt Lining, an unsaturated felt weighing approximately 1½ lbs. per square yard, 36 ins. wide.

**Adhesive**—The adhesive shall be Congoleum-Nairn's *Sealex* Green Label Paste.

#### Preparation of Underfloors

The wooden underfloors shall be thoroughly seasoned and dried, smooth and clean, and free from large cracks and holes. They shall be tongue and groove, laid closely and free from any face nails.

#### Application of Materials

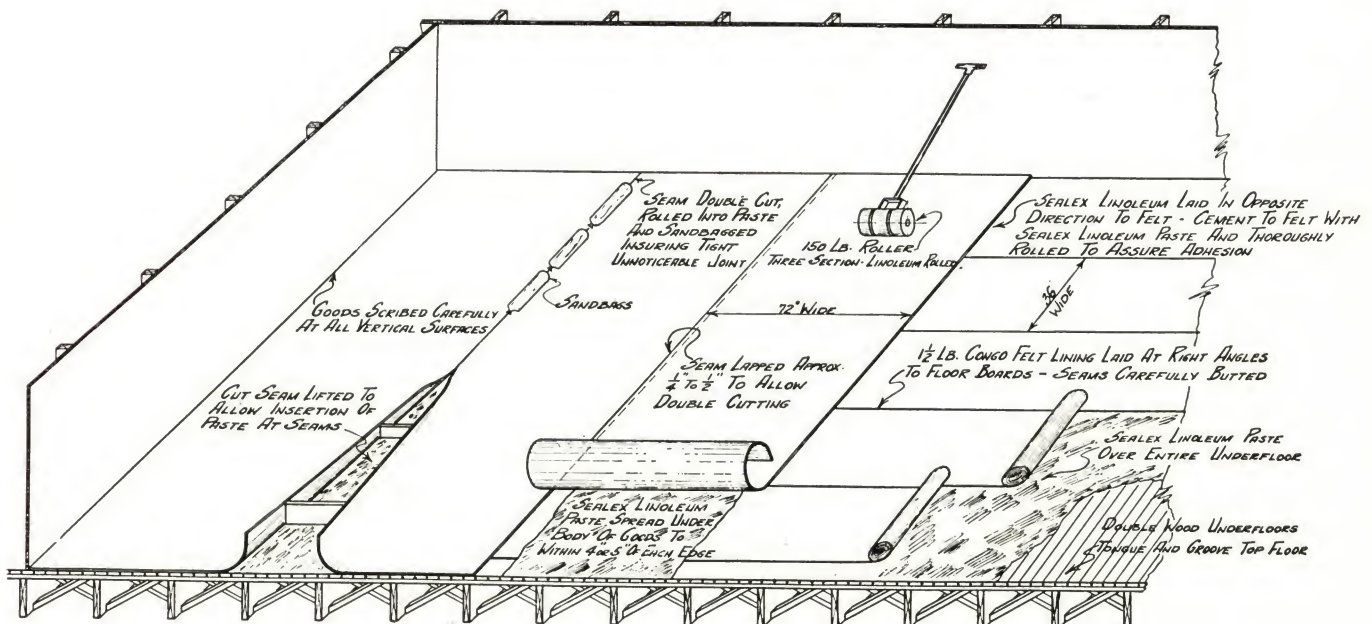
(1) On the underfloor thus prepared, lay Congoleum-Nairn 1½-lb. Congo Felt Lining running the length of the materials at right angles to the flooring boards.

This felt is to be laid with carefully butted joints—all cross joints to be staggered. The felt shall be carefully cut to fit all vertical surfaces and shall be applied to the floor with *Sealex* Green Label Paste.

The felt shall be thoroughly rolled into the adhesive by the use of a linoleum roller, preferably of the three-unit type providing not less than 10 lbs. pressure per linear inch at the contact surface. Care must be taken in rolling that all joints are carefully butted and closely joined, so that the finished felt covering presents an even, smooth surface to receive the application of the linoleum.

(2) On the underfloor thus prepared, the linoleum shall be cut so as to cover the area with the fewest possible number of longitudinal and cross seams. At junctions with vertical surfaces, the linoleum should be carefully scribed so as to form a tight joint at these points. Allowance shall be made for ½ to ¾-in. lap at all seams for double cutting. (If jaspé is specified—the adjoining sheets as they are laid shall be placed so that the jaspé striations form continuous lines at the seams and do not form a herringbone effect.)

(3) The entire body of the linoleum shall then be secured to the underfloor, to within 4 ins. of seams, using *Sealex* Green Label Paste, and shall immediately be rolled into the adhesive with a linoleum





roller, providing not less than 10 lbs. pressure per linear inch at the contact surface.

(4) After the body of the linoleum has thus been cemented to the underfloor, with the seams properly lapped, the seams shall be cut through the two thicknesses, the area beneath the seams spread with Seallex Green Label Paste, and the edges of the linoleum embedded into this adhesive, and thoroughly rolled to assure a tight, even, workmanlike job.

All seams and junctions at vertical surfaces shall be thoroughly weighted down to secure proper adhesion at these points.

#### **Cleaning of Floors**

After application, the surface of the linoleum shall be thoroughly cleaned, using water and kerosene, removing all spots of adhesives and other dirt, leaving the floor broom clean.

#### **Base Treatment**

Where desired and specified, there shall be installed *Sealex* Process Cove Base of . . . . . inches height and . . . . . color. This base will be applied before the body of the floor, and secured to the vertical walls with brads. For this purpose, nailing strips or ground shall be provided by other contractors at a height 2 ins. less than the base height. Where such base is specified and installed, the linoleum shall be scribed to fit to this base, just as specified for fitting to vertical walls, and seams at this point shall also be weighted with sand bags to secure proper adhesion.

#### **General Conditions**

No linoleum shall be laid in a room where the temperature is less than 68° F., nor shall the linoleum be

unrolled, preparatory to using, unless it has been maintained at this temperature for a period of 24 hours.

#### **Brief Specifications**

On all wooden underfloors as indicated on plans and/or as called for in the specifications, apply *Sealex* Linoleum . . . . . color . . . . . thickness, in accordance with the manufacturer's specifications. The use of merchandise known as two-cuts, remnants and seconds will not be allowed. The double cutting method of seams to be employed. The body of the linoleum to be thoroughly rolled, the seams to be rolled and sand bagged.

#### **Guarantee**

The linoleum contractor shall furnish where required, a guarantee against defects in material or workmanship for a period of . . . . . years from date of completion. This guarantee shall take the form of a bond in the full amount of the contract, issued by a reliable insurance company.

Under this guarantee, the contractor shall, upon receipt (within guarantee period) of written notice from the owner, make at his own (the contractor's) expense, any repairs that become necessary, except repairs or injury for any cause other than the ordinary wear and tear.

#### **Supplementary Linoleum Specification**

**Linoleum Cove Base**—The linoleum contractor shall also furnish and install *Sealex* One-piece Cove Base and Border . . . inches high . . . inches wide. Color to be selected by the architect. This treatment to be applied on all walls and other vertical surfaces as indicated on the drawings and/or as herein specified.

### **SPECIFICATION G—SEALEX TREADLITE LINOLEUM TILE OVER CONCRETE UNDERFLOORS**

The contractor for this work shall furnish and install *Sealex* Treadlite Linoleum Tile (plain or marble-ized) as manufactured by CONGOLEUM-NAIRN INC., or approved equal, on the floors as indicated on the drawings and/or as herein specified. It shall be full  $\frac{3}{16}$  in. in thickness and homogeneous in texture throughout, cut true to size and shape, with absolutely square, clean-cut edges. The underside shall be scored to insure proper bond.

Samples of materials and shop drawings or layouts for selection of colors and design shall be prepared by this contractor and submitted for the architect's approval.

**Scope of Work**—(Specify rooms, corridors, stairs, landings, etc.)

**Workmanship**—The tile shall be cut to and fitted accurately against all walls, pipes, outlet boxes and permanent projections in the room, and shall be set with an approved and tested waterproof cement as manufactured by CONGOLEUM-NAIRN INC., or approved equal. The lines of border and tile and color arrangement shall correspond to the shop drawings or layouts which must be approved by the architect.

*Note:* See Supplementary Specification following.

**Inspection of Subfloors**—No tile is to be installed until the underfloors are clean, smooth and free from all moisture and foreign materials.

Before commencing work the tile contractor shall inspect the subfloors and in the event they and other conditions on the job are not suitable in every respect and in accordance with specifications, shall notify the architect or general contractor in writing, who will then cause any defects to be remedied.

*Note:* In Specifications for Heating, Light and Masonry, insert additional clauses as printed on page 13.

**Guarantee**—The tile contractor shall guarantee his work against defects of material or workmanship, for a period of . . . . . years from date of completion, and shall furnish an insurance company bond in the full amount of the contract.

Under this guarantee the contractor, upon receipt, within guarantee period, of written notice from the owner, shall replace defective material, and/or repair imperfections in workmanship, at his own (the contractor's) expense.

See details of Bond on page 6.

#### **Supplementary Tile Specification**

**Tile Cove Base**—The tile contractor shall also furnish and install (insert height—5 or 6-inch) high Treadlite Linoleum Tile cove base, of color to be selected by the architect, around all walls of the spaces as indicated on the drawings and/or as herein specified.



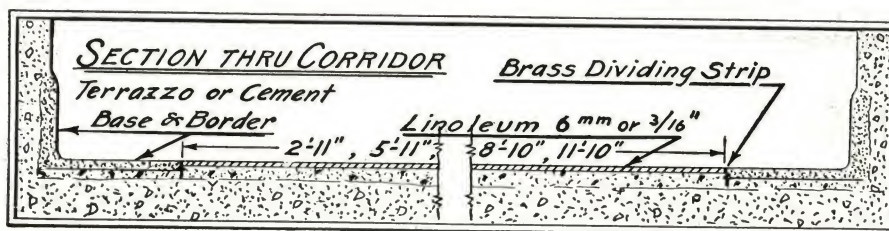
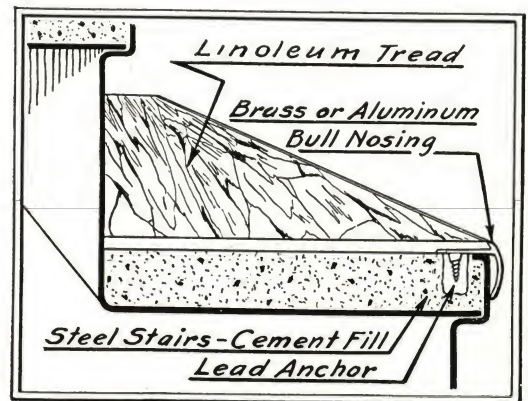
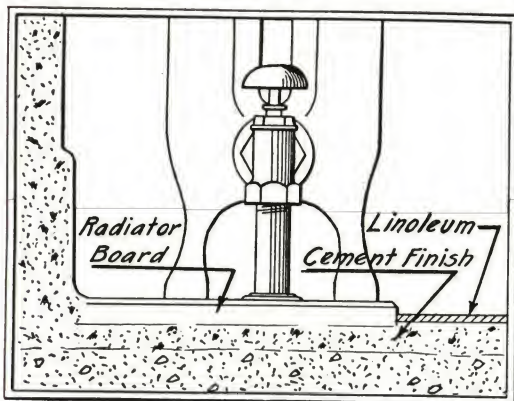
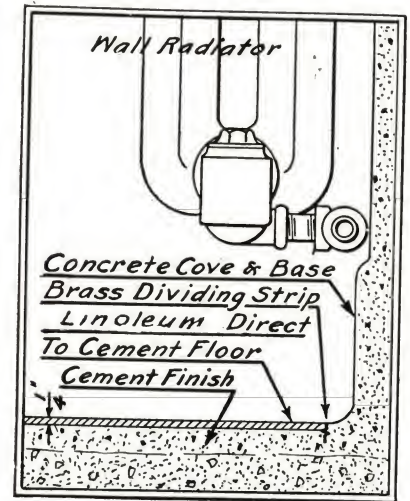
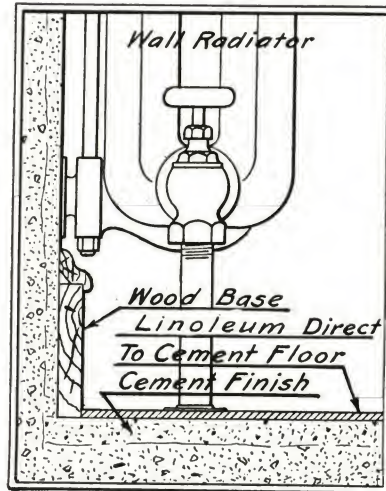
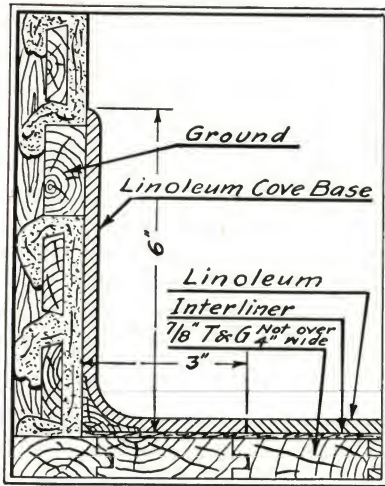
# ADDITIONAL CLAUSES TO BE INSERTED IN ARCHITECT'S SPECIFICATIONS

**Heating**—The General Contractor shall furnish without charge to the (Insert: Linoleum or Linoleum Tile contractor) heat necessary to maintain a temperature of approximately 70° F., in the spaces where (Insert: kind of floor) is to be laid—commencing 48 hours before the work is to start and continuously until finished.

**Lighting**—The General Contractor shall furnish without charge to the (Insert: Linoleum or Linoleum Tile contractor) light, storage space, electrical current and hoisting facilities for the proper performance of the (Insert kind of floor) work.

**Plastering and/Carpentry and/or Masonry**—Plaster (or other materials) against which (Insert: kind of material) cove base is to be installed shall have a smooth, even surface and shall be carried down to and finished square with the subfloor, making a clean, straight right angle with same and free from lumps, dirt or other obstructions. A 7/8x1½-in. furring strip shall be provided, the top edge of which shall be approximately 5½ ins. from the floor level.

*Note:* Include above paragraph only if cove base is specified, otherwise omit.





## MAINTENANCE OF RESILIENT FLOORS

The proper maintenance of *Sealex* Linoleum and *Sealex* Treadlite Linoleum Tile Floors does not require elaborate equipment or highly trained employees. The observance of a few simple and ordinary precautions will result in maximum service and satisfaction.

Just as the dropping of a heavy weight on the best marble floor will cause cracks and chipping, and just as hardwood floors will scratch and splinter if abused, so will resilient floors be marred if too great concentration of heavy furniture, desks or large chairs on small bearing-surfaces be permitted.

The uniform, attractive smoothness of these floors can be maintained by using glass sliders or cups of composition instead of metal casters and silencers. A  $2\frac{1}{2}$ -in. bearing surface is most desirable.

Strong soaps or washing compounds containing free alkali or abrasives are not necessary and should never be used. Such cleaning agents will attack ordinary cork-composition materials, causing them to harden in time and will shorten their natural longevity. Neither is it necessary nor desirable to flood the floors with water. The Pittsburgh Testing Laboratory has tested a large number of soaps. We will gladly furnish a list of those approved.

Every-day effects of traffic can readily be removed with damp cloth or mop or, if the floors are much soiled, can be removed by the use of lukewarm water and a mild soap.

Waxing is recommended as being the most beneficial and economical method to employ. It adds protection to the surface against wear and acts as a preservative of the material itself. In addition, it reduces the possible excessive use of water and injurious cleaning compounds, as waxed floors require only occasional washings and re-waxing. The ordinary accumulation of dirt and dust can be easily brushed off each day. Waxing also vastly enhances the general appearance of the floors.

As an additional service to our customers we are now prepared to furnish our own *Gold Seal Floor Wax*.

### Informative Literature for Architects

Competent architects have collaborated with our flooring engineers in the preparation of a series of pamphlets on the floor requirements of various types of buildings. In addition to considerable

general information, each pamphlet contains a special chart which enables one to determine at a glance which type of floor is most suitable and economical for a given area in any of the buildings described.

Any or all of the titles listed will be sent to architects upon request.

1. Facts You Should Know about Resilient Floors for Schools.
2. Facts You Should Know about Resilient Floors for Hospitals.
3. Facts You Should Know about Resilient Floors for Offices.
4. Facts You Should Know about Resilient Floors for Stores.
5. Facts You Should Know about Resilient Floors for Churches.
6. Facts You Should Know about Resilient Floors for Libraries.
7. Facts You Should Know about Resilient Floors for Clubs, Lodges, Apartments and Hotels.



Floor of Sealex Veltone Linoleum in General Electric Refrigerator Showrooms of Judson C. Burns Co., Philadelphia, Pa.  
Note in the Foreground the Cut-to-order Inset of the General Electric Trade-mark



## SEALEX VELTONE LINOLEUM

The Sealex Veltone group of linoleum patterns, several of which are reproduced on this and the next page, stands out as one of the most interesting of all Congoleum-Nairn's innovations. Here, once again, is something entirely new in genuine linoleum floors.

Sealex Veltone is as different from ordinary linoleum as night is from day. There are no tiles, no mortar lines, no repeats of any kind. Each yard has its own individuality—a sudden flash of unforgettable color here—a sombre, restraining touch there. And through it, the main color motif flows on and on—undisturbed.

Architects and decorators have already discovered that Sealex Veltone is ideally suited to their purpose. By specifying Sealex Veltone Floors it is possible to create a room—or office—whose every detail will be in complete harmony. This was impossible—without spending a great deal of money—when drab, monotonous floors were all architects had to work with.

From the practical view-point, too, Sealex Veltone Linoleum has many advantages over the old type of floors. These Veltone are resilient, insuring a high degree of quiet and comfort when walked upon. And they're easy to clean. The famous Sealex Process seals the tiny linoleum pores, leaving no place for dust and dirt to collect.

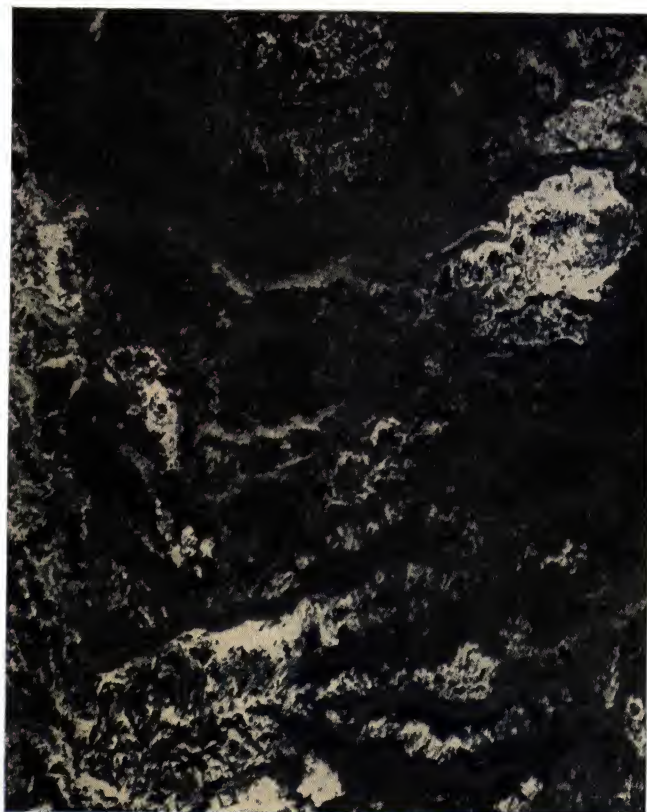
The installation of Sealex Veltone Floors presents no difficulties. They may be laid either as a new floor or right over old floors on a remodeling job. When correctly installed, seams apparently disappear. And the final effect is one of solid beauty.



"ZANZIBAR"—Light Battleship Gauge. Pattern No. 2951  
"ZANZIBAR"—"B" Inlaid Gauge. Pattern No. 6951



"VELMAR"—Light Battleship Gauge. Pattern No. 2956  
"VELMAR"—"B" Inlaid Gauge. Pattern No. 6956



"NOCTURNE"—Light Battleship Gauge. Pattern No. 2955



SEALEX VELTONE LINOLEUM



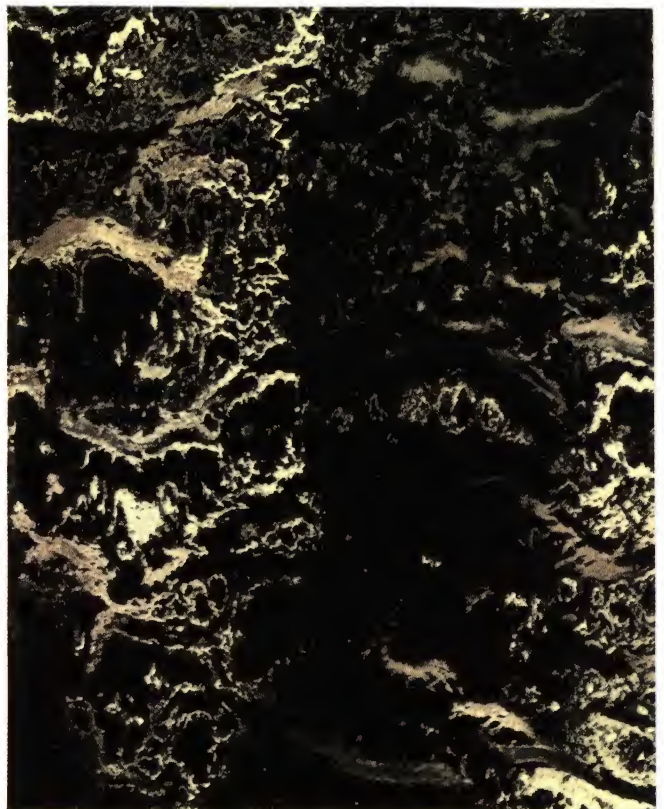
"ARABY"—Light Battleship Gauge. Pattern No. 2954  
"ARABY"—"B" Inlaid Gauge. Pattern No. 6954



"DELPHI"—Light Battleship Gauge. Pattern No. 2952  
"DELPHI"—"B" Inlaid Gauge. Pattern No. 6952



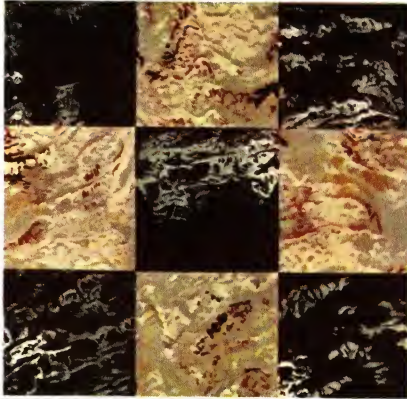
"RIVIERA"—Light Battleship Gauge. Pattern No. 2953



"VULCAN"—"B" Inlaid Gauge. Pattern No. 6959



SEALEX LINOLEUM—KARNEAN MARBLED INLAID



"Onyx"—No. 3102



"Virginian"—No. 3227



"Regal"—No. 3094



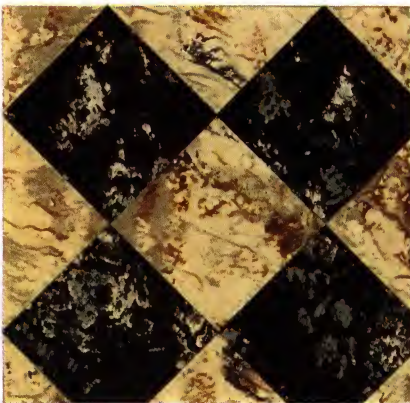
"Marabia"—No. 3333



"Korea"—No. 3103



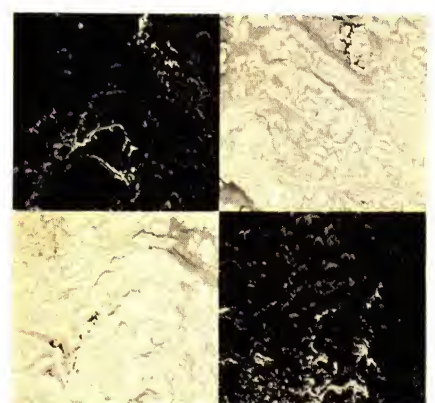
"Caribbean"—No. 3224



"Sea Rock"—No. 3037



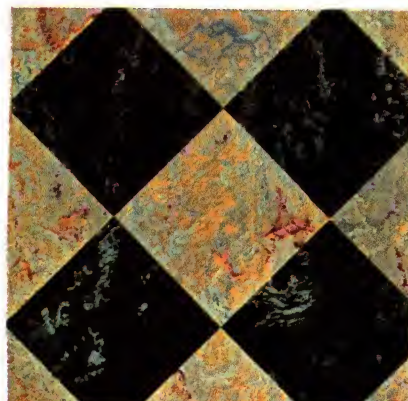
"Romano"—No. 3322



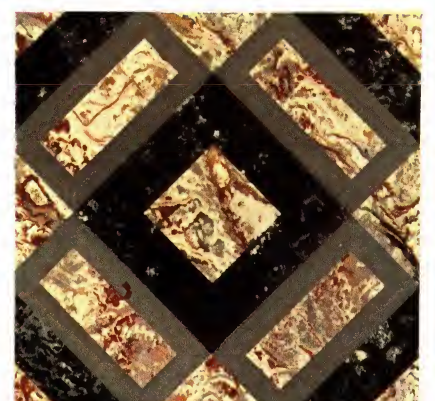
"Deauville"—No. 3041



"Miramar"—No. 3323



"Bermuda"—No. 3038



"Crusader"—No. 3092



## SEALEX LINOLEUM—JASPÉ, BATTLESHIP, PLAIN



Brown Jaspé. No. 1254



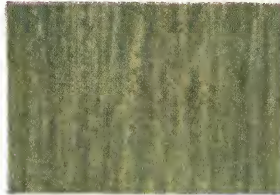
Tan Jaspé. No. 1253



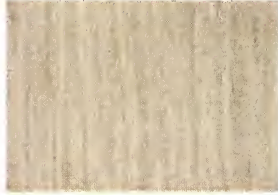
Rose-Glow Jaspé. No. 1258



Dark Gray Jaspé. No. 1252



Apple-Green Jaspé. No. 1259



Light Gray Jaspé. No. 1255



Green Jaspé. No. 1256



Brown, Battleship and Plain



Green  
Battleship and Plain



Terra Cotta  
Battleship and Plain



Gray  
Battleship and Plain



Mahogany Brown  
Battleship and Plain



Pacific Blue. Plain only



Colonial Buff. Plain only



Ivory White. Plain only



Light Green. Plain only



Yellow. Plain only



Orange. Plain only



Black. Battleship and Plain

For weights, gauges and other data on *Sealex* Jaspé, Battleship and Plain Linoleum see pages 3 and 4.

## CUT-TO-ORDER FLOORS AND LINSIGNIA

Opportunity for individuality and artistry in design is afforded by the wide range of patterned, jaspé and plain linoleum in the *Sealex* line. That opportunity is further enlarged by our service on custom floors. This service includes cut-to-order and custom-laid materials

for an entire floor area as well as special insets—*Sealex* Linsignia—such as those illustrated below. These are *not* stock insets—they are merely indicative of what can be done. Your own designs—or those illustrated—will be made up to order, at reasonable cost.



"Owl and Pussycat"



"Caduceus"



"Compass"



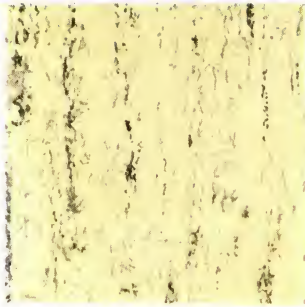
"Ancient Galley"



## SEALEX TREADLITE TILE—PLAIN COLORS AND MARBLE-IZED

Eleven plain colors and eight marble-ized colors. Black, Craft Brown, Moss Green, Terra Cotta, Slate Gray, Mahogany Brown, Pacific Blue, Colonial Buff and Ivory White are the same colors

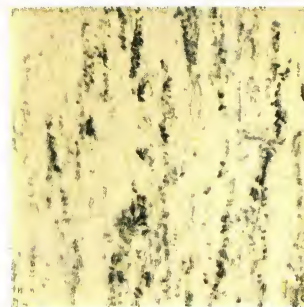
as Plain Linoleum, illustrated on page 18. Other plain color tiles, not illustrated, are Stone Gray and Fawn Gray. Marble-ized colors are shown below. Additional information on page 5.



White Mottled Black. No. 1070



Black Mottled White. No. 1071



White, Green and Black.  
No. 1072



Light Sienna. No. 1076



Sea Green. No. 1079



Verde Antique. No. 1078



Red Paisley. No. 1075



Dark Sienna. No. 1077

## SEALEX GRANITE LINOLEUM AND GOLD SEAL CORK CARPET



Granite, No. 501



Brown Cork Carpet, No. 1200  
Unpolished



Polished

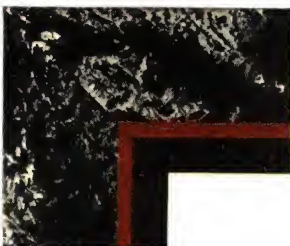


Green Cork Carpet, No. 1201  
Unpolished



Polished

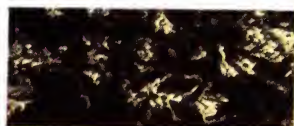
## SEALEX BORDER STRIPS AND BORDER ASSEMBLIES



Black Border  
60-90 foot lengths



Plain Green Border  
60-90 foot lengths



Black Marble Border  
60-90 foot lengths



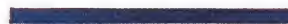
Black Border Strip  
45 foot lengths



Green Border Strip  
45 foot lengths



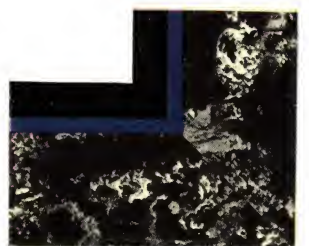
Red Border Strip  
45 foot lengths



Blue Border Strip  
45 foot lengths



Gray Border Strip  
45 foot lengths



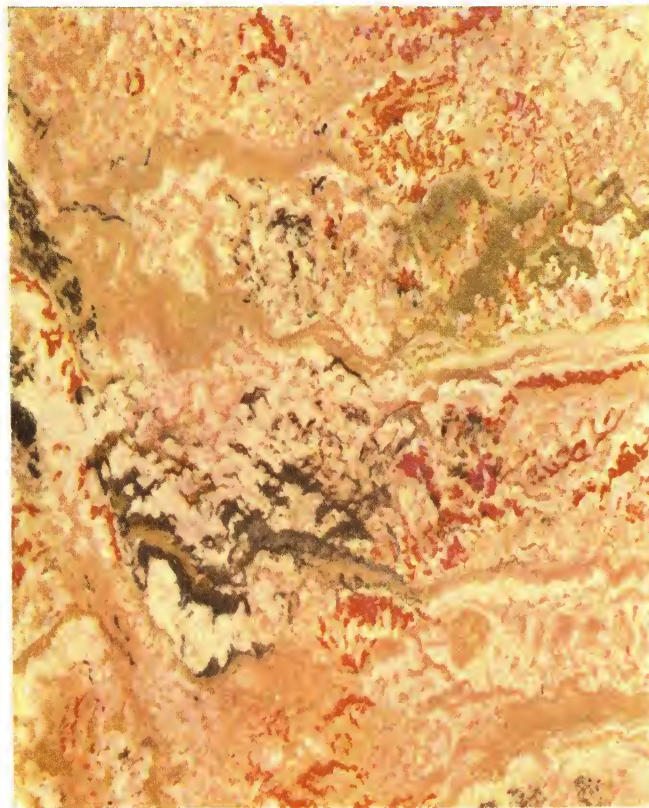
Four possible border assemblies are illustrated at the extreme right and left, combining various borders and border strips shown.



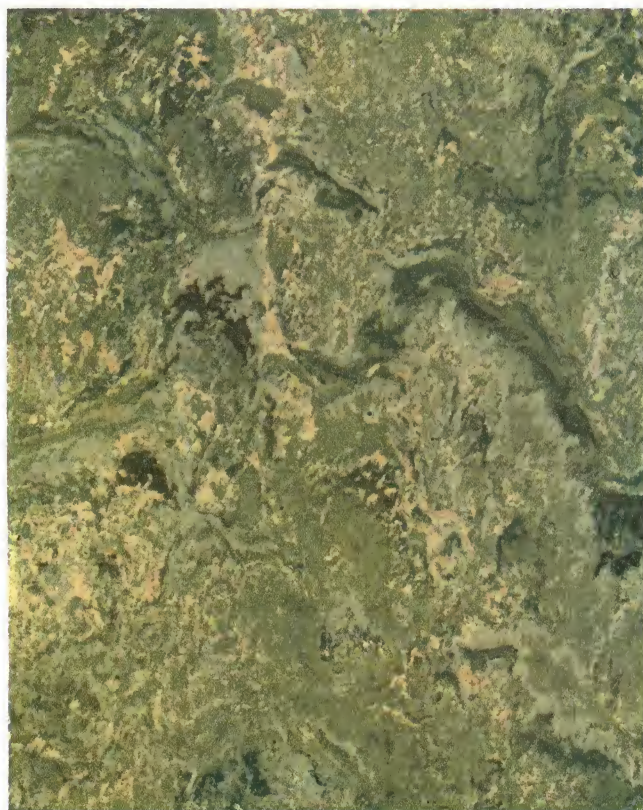
SEALEX WALL-COVERING



"ROSE BERYL"—Pattern No. 6960



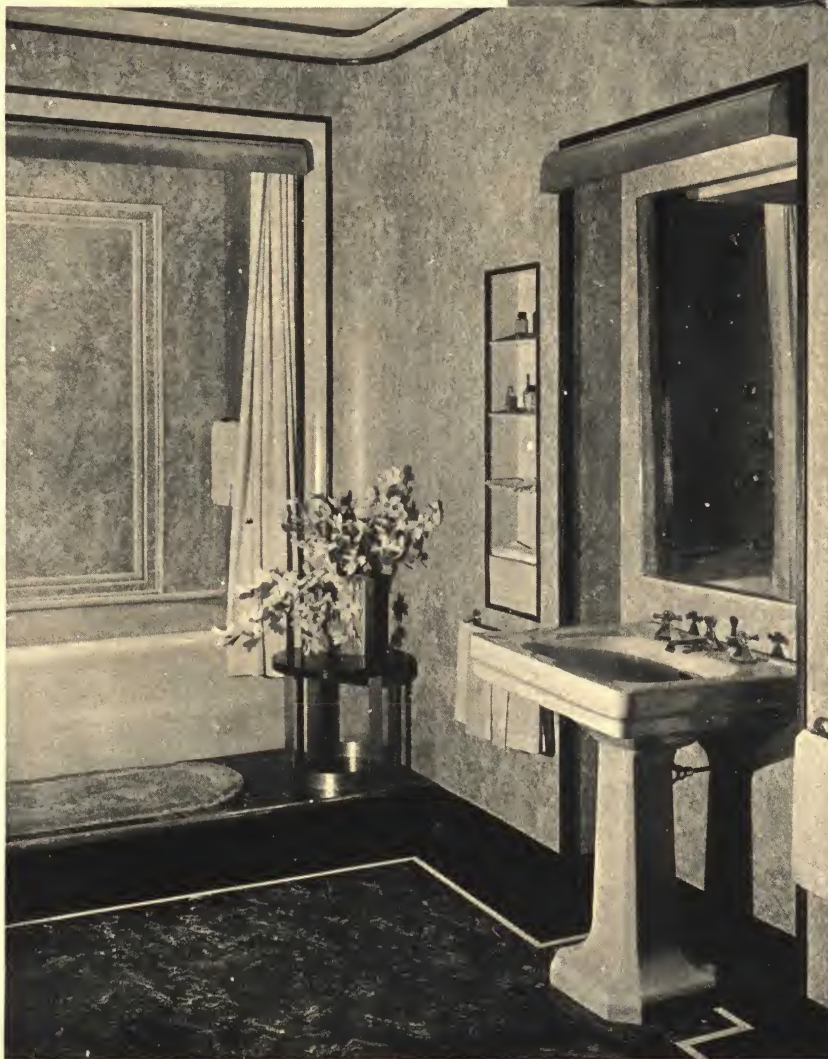
"GOLDEN ONYX"—Pattern No. 6958



"BURMAH JADE"—Pattern No. 6957



Walls of richly tinted golden onyx in a combination kitchen and dinette. This material is stain-proof. Spattered grease, finger smudges and dirt may be washed away easily with a damp cloth. Installation of Sealex Wall-Covering presents no difficulties to any competent mechanic. It is easily cemented over plaster or other bases.



Ultra-modern bathroom—with truly modern walls. Sealex Wall-Covering from floor to ceiling, in an artistic, jade-green coloring, makes a pleasing contrast with the black Sealex Veltone Linoleum Floor and chromium fixtures. Note that this installation is apparently seamless—a one-piece wall.



